

### REMARKS/ARGUMENTS

These remarks are in response to the Final Office Action dated July 14, 2004. Claims 1-52 are pending in the present application. Claims 1-52 have been rejected. Claims 1-52 remain pending. For the reasons set forth more fully below, Applicants respectfully submit that the claims as presented are allowable. Consequently, reconsideration, allowance, and passage to issue are respectfully requested.

In the event, however, that the Examiner is not persuaded by Applicants' arguments, Applicants respectfully request that the Examiner enter the arguments to clarify issues upon appeal.

#### Claim Rejections - 35 U.S.C. §103

The Examiner has stated that claims 1-2, 4, 6-8, 11-14, 17-19, 22-23, 25-27, 29-33, 35, 37-40, 42, 44-46, and 48-50 are rejected under 35 U.S.C. 103(a) as being unpatentable over Steinberg in view of Jain. Applicants respectfully disagree with the Examiner's rejections.

Steinberg does not teach or suggest "pushing the set of setting parameter values via the wireless communication to the camera to **automatically** configure the camera to take a picture of the subject," as recited in independent claim 1. Applicants agree with the Examiner that **the user** enters the configuration data into the PC and that **the user** loads the operating system into the camera. (See also column 4, lines 32-40, of Steinberg.) Because the user in Steinberg enters the configuration data into the PC and the user loads the operating system into the camera, the camera is **manually configured**. In contrast to Steinberg, the camera of the present invention is automatically configured. A benefit of the present invention is that the camera setting parameter values are transmitted to the camera when the user brings the camera within range of a photo

opportunity site (specification, page 6, lines 6-9). Hence, the present invention enables dynamic, real-time configuration at various photo opportunity sites in various locations (e.g., at a museum, at a park, etc.) (specification, page 8, lines 6-23). Steinberg requires that the user manually enter the configuration into the PC and that the user manually load the operating system into the camera, which would be very inconvenient, especially in locations such as a museum or a park.

The Examiner has stated that the user would not send parameters to the camera that would result in a low quality image. However, the user may still manually enter configuration data that would result in a low quality image, even though the user intends to take high quality pictures. This would be especially true if the user were an amateur photographer. An advantage with the present invention is that the setting parameters are already optimized for the photo opportunity site and are used to automatically configure the camera. This eliminates the need for the user to configure the camera.

The Examiner has relied upon Jain “only to teach establishing a wireless communication between a photo opportunity site and the camera.” Accordingly, the system of Jain even when combined with Steinberg fails to provide the present invention.

Therefore, Steinberg in view of Jain does not teach or suggest the combination of steps as recited in independent claim 1, and this claim is allowable over Steinberg in view of Jain.

#### Independent claims 1, 11, 22, 30, 37, and 44

Similar to independent claim 1, independent claims 11 and 22 recite a set of camera setting parameters optimized for the photo opportunity site, and pushing the set of setting parameter values to the camera to automatically configure the camera. Also, claims 30, 37, and 44 recite camera setting parameter values optimized for the photo opportunity site and using the

parameter values to automatically configure the camera. As described above, with respect to independent claim 1, Steinberg in view of Jain does not teach or suggest these features.

Accordingly, the above-articulated arguments related to independent claim 1 apply with equal force to claims 11, 22, 30, 37, and 44. Therefore, these claims are allowable over Steinberg in view of Jain for at least the same reasons as claim 1.

Dependent claims 3, 5, 9-10, 15, 20-21, 24, 28, 34, 36, 41, 43, 47, and 51-52

The Examiner has stated that claims 3, 15, 24, 36, and 43 are rejected under 35 U.S.C. 103(a) as being unpatentable over Steinberg in view of Jain as applied to 1, 11, 22, 30, and 37 and further in view of Tsushima; claims 5 and 47 as being unpatentable over Steinberg in view of Jain as applied to claim 4 and 46 and further in view of Squilla; claims 9, 20-21, 28, 34, 41, and 51 as being unpatentable over Steinberg in view of Jain as applied to claims 8, 19, 27, 31, 38, and 50 and further in view of Squilla; and claims 10 and 52 as being unpatentable over Steinberg in view of Jain as applied to claims 1 and 44 and further in view of Squilla.

Applicants respectfully disagree with the Examiner's rejections. Dependent claims 3, 5, 9-10, 15, 20-21, 24, 28, 34, 36, 41, 43, 47, and 51-52 depend from independent claims 1, 11, 22, 30, 37, and 44, respectively. Accordingly, the above-articulated arguments related to independent claims 1, 11, 22, 30, 37, and 44 apply with equal force to claims 3, 5, 9-10, 15, 20-21, 24, 28, 34, 36, 41, 43, 47, and 51-52, which are thus allowable over the cited references for at least the same reasons as claims 1, 11, 22, 30, 37, and 44.

Remaining dependent claims

Dependent claims 2, 4, 6-8, 12-14, 16-19, 23, 25-27, 29, 31-33, 35, 38-40, 42, 45-46, and 48-50 depend from independent claims 1, 11, 22, 30, 37, and 44, respectively. Accordingly, the above-articulated arguments related to independent claims 1, 11, 22, 30, 37, and 44 apply with equal force to claims 2, 4, 6-8, 12-14, 16-19, 23, 25-27, 29, 31-33, 35, 38-40, 42, 45-46, and 48-50, which are thus allowable over the cited references for at least the same reasons as claims 1, 11, 22, 30, 37, and 44.

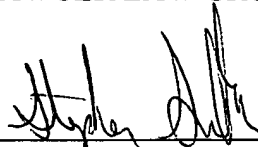
Conclusion

In view of the foregoing, Applicants submit that claims 1-52 are patentable over the cited references. Applicants, therefore, respectfully request reconsideration and allowance of the claims as now presented.

Applicants' attorney believes that this application is in condition for allowance. Should any unresolved issues remain, the Examiner is invited to call Applicants' attorney at the telephone number indicated below.

Respectfully submitted,

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